



Concealed telephone wiring will help you sell homes



BELL TELEPHONE SYSTEM

• A positive sales feature

• Home buyers want it

• Easy and inexpensive to install

• Preserves interior beauty

• Adds to resale value



Modern homes should be "telephone planned"

Telephone wiring and outlets which are planned for and installed during construction are *positive sales aids that help architects and builders to sell their homes*. Builders around the country have testified to this:

"Part of the trend of the times towards more livable homes."

—MR. O. C. WINTERS, INDIANAPOLIS CUSTOM BUILDER

"A sign of a well-integrated, well-planned home."

—MR. R. P. GERHOLZ, MICHIGAN BUILDER

"Helps us build homes we're proud to offer, and that customers are proud to live in and show to their friends."

—MESSRS. ROBERT AND RICHARD FOX, PENNSYLVANIA BUILDERS

"A sales feature I wouldn't be without."

—MR. R. KETCHUM, CALIFORNIA BUILDER

The following pages should help to answer some of your questions about planned telephone facilities. For further information, call your nearest Bell Telephone Business Office. There is no charge for this service.

Planning

1. Locations for telephone outlets should be planned before construction begins. Your Bell Telephone representative will assist you free of charge.
2. Plan outlets for living, working and sleeping areas.
3. Most modern homes need several outlets. Larger homes, of course, will require more.
4. Consider the home owner's future needs. It's better to have too many outlets than too few. Providing extra outlets *now* is good sound practice.



RECOMMENDED LOCATIONS:

Living areas: to complement a variety of decorating schemes, telephones come in black and eight smart colors:

*living room • den or study • dining alcove
recreation room • porch or patio**

Working areas: since they require no table or counter space, wall telephones are ideal for working areas:
kitchen • workshop • laundry • garage

Sleeping areas: bedside telephones are becoming more and more popular. Telephone bells can be adjusted to ring softly—or silenced altogether. The illuminated dial telephone is appropriate for these locations:

*master bedroom • other bedrooms
guest room • sleeping porch**



**Portable telephones with plug-in jacks are often used in these locations.*

Service Entrances and Protectors

A service entrance is the point where telephone wires enter the house. Facilities for a concealed service entrance should be located as close as possible to the pole from which the wires will run.

Overhead wires are generally used to connect house and pole. However, if the owner desires, and if conditions permit, the telephone company will place its wiring in underground conduit constructed and maintained at the owner's expense.

The National Electrical Code requires that a protector be located close to the service entrance. Therefore the place selected for the concealed service entrance should also be suitable for the location of a concealed protector cabinet. The telephone company will install and maintain the protector, but the builder should provide the protector cabinet, a non-rusting metal box similar to those used for mounting fuses.

The number of lines coming into a house, and the best location for a service entrance and the protector cabinet, are subjects which you will want to discuss with a telephone company representative. Complete information and specifications for service entrances and protectors may be obtained from the nearest Bell Telephone Business Office. There is no charge for this service.

Picture illustrates the location in this home of (1) service entrance; (2) recessed protector box; and (3) raceway inside outer house wall. Basements or utility rooms are other convenient locations for protector cabinets.



Concealed Telephone Wiring



There are two types of concealed wiring installation—advance wiring and conduit.

Advance wiring is one way of installing concealed telephone wiring. The wires themselves are placed in the walls at the time of construction. This type of installation is quite satisfactory. Advance wiring, however, is not available in all areas. Local conditions may prevent the telephone company from offering it. To find out if advance wiring is available in your area, call your local Bell Telephone Company.

Conduit is another way for concealing telephone wiring, and it pays dividends in permanence, accessibility and service flexibility. In larger homes, which require more extensive communications systems, conduit is definitely to be preferred. In conduit construction, telephone wires connecting outlets run inside

the walls through pipes or tubes. Almost any kind of pipe or electrical tubing can be used for conduit (often called *raceways*). At the time the conduit is installed, pull-wires are placed in it so that the telephone wires themselves can be pulled in at a later date. Sharp bends should be avoided.

In order to obtain complete details and specifications for both conduit and advance wiring installation, call your nearest Bell Telephone Business Office. There is no charge for this service.

NOTE: No matter which type of concealed wiring installation you choose, you'll find it will make your home more salable, and please your customers. You'll find, too, that it's good business to point out to customers the fact that concealed telephone wiring boosts the *resale* value of a house.

Outlets



BOXES

1. Boxes for telephone outlets are similar to those used for electric wall switches, but are used for telephone wires only.
2. Cover plates for telephone outlets are stocked by most electrical suppliers.
3. Special boxes and plates are used where telephones are located outdoors near patios, swimming pools, tennis courts, etc.

PLACEMENT

1. Outlets may be at any height above the floor.
2. However, for standard type telephones, about 18" above floor level is considered best.
3. For wall type telephones, 56" is the recommended height.

DOUBLE OUTLETS

One location can be made to serve two rooms if convenient. A pair of outlet boxes fastened back-to-back and placed in the wall between adjoining rooms will provide telephone service for both.

Telephones and Related Conveniences

Shown below are some examples of the various kinds of telephone instruments and equipment generally available for residential installation. Tell your customers about them, so that they may plan with you the telephone conveniences they will want. For modern families need plenty of telephones, and telephones of

the right type as well. Outlets and wiring should be provided, according to the amount and type of service desired, with generous provision for future needs. "Telephone planned" homes are more salable because they please customers with their convenience and livability.

MODERN HOMES HAVE PLENTY OF PHONES



A kitchen telephone saves time and steps, and lets the lady of the house telephone without losing sight of dinner on the stove or a playing child. A handy wall telephone in red, yellow, ivory or white is popular.



A bedroom telephone gives convenience, privacy and security. It should be placed on the side of the bed which is nearest the door, or between twin beds. Ivory, light beige and rose pink are popular colors.



A living room telephone is helpful to the housewife in running the home. It should be carefully selected to complement the color scheme of the room. Green and light gray are frequently used colors.



In den or study, aqua blue, or light beige telephones go well with paneled décors, and are most useful near the desk or reading area.



All teen-agers love a telephone of their own, in a color of their choice. It gives them privacy — gives the family peace and quiet.



A telephone in the laundry or the workshop saves the homeowner time and steps. And a handy wall telephone conserves useful space.



Illuminated dial telephones are useful in bedrooms and where light is dim. In one model, dial lights up when receiver is lifted, goes out when receiver is replaced. In a second model there is a button-controlled "night light" feature added.



A volume control telephone is recommended for persons who have impaired hearing. Volume can be easily adjusted by turning a button, just as on a radio.



Exclusion keys for privacy cut off other telephones on the line. These are restored when receiver is replaced.



Outdoor telephones are gaining wide popularity. Favorite locations are patios, near swimming pools and tennis courts. Convenient portable telephones with plug-in jacks are used in these locations.



Intercommunication service may be desirable for larger homes—calls can be made from room to room.



Loud ringing bells, located outside the house, tell when the phone is ringing. They are popular with gardeners and others who work or relax outdoors.



An answering set takes telephone messages when the home owner is away, plays them back when he returns. They are ideal for professional men, and women engaged in club and charitable activities.

For detailed information and complete specifications on concealed wiring facilities and telephone equipment, and for help in planning telephone service, call the nearest Bell Telephone Business Office. Telephone company representatives will be glad to help you promptly and without charge.

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